

## INTERNATIONAL AYUSH CONCLAVE -2019 KERALA

### Farmers meet 18th February 2019

*Medicinal plants exhibition to celebrate the 325<sup>th</sup> year of publication of Hortus Malabaricus*



***IAC 2019 aims at enhancing the presence of AYUSH systems at a grass root level in Kerala.***

It also directs creating awareness about various public health activities in AYUSH systems of medicines. The event is envisioned with an objective of upgrading AYUSH as a mainstream public health option and there by establishing Kerala as the global hub of Health and Wellness tourism. It is the 1st conference & exhibition on AYUSH systems of medicines organised by Department of AYUSH, Govt. of Kerala. National AYUSH Mission (NAM) Kerala will be the implementing agency on behalf of Government of Kerala.

#### **AROGYA 2019 AND HERBAL EXPO**

This trade show will provide a business platform for all categories of AYUSH Systems and natural products. It offers a perfect opportunity for maximising the role of AYUSH Systems and other traditional medicines into public health. The trade event will encourage the suppliers and buyers with business objective to connect with global leaders in their speciality fields and initiates further promotion of AYUSH Systems in Asia-pacific region.

#### **MEDICINAL PLANTS EXHIBITION**

**The** Medicinal plants exhibition as part of IAC 2019 is intended to celebrate the 325 th year of publication of Hortus Malabaricus an epic 17th century compendium of medicinal plants of Kerala, India. The event also plan to commemorate the efforts of the local medical experts Sri Itti Achuthan ,Vinayaka Pandit and

Appu Bhat, an Ayurveda practitioner at that time and the Botanist, who worked behind the republication of the English version of the *Hortus Malabaricus* which had been published by the university of Kerala . The event is also an earnest endeavour to honour the rich botanical heritage and the therapeutic potential of plants and the natural approaches to health in AYUSH systems of medicines. ***A special exhibition is being arranged with more than 600 Plants mentioned in Hortus Malabarius is also proposed as a part of the program.***

#### **FARMERS MEET and BUYER SELLER MEET**

**Farmers market** will be facilitated by IAC 2019 Expo from February 15-18, 2019.

A one day work shop is organised on **Cultivation, Conservation and Sustainable Utilisation of Medicinal plants** on February 18<sup>th</sup> .This event will address the issues of medicinal plant farmers and encourage them towards sustainable farming methods and trading opportunities. Invited farmers from other states also will participate in the buyer seller meet. A farmer's meet is arranged to facilitate an effective networking of activities and stakeholders in the area of Medicinal plant Cultivation, Commercialisation, Conservation, Sustainable farming and end to end integration from farm to factory to minimise the loss in transit and environmental damage.

Special market is arranged for the farmers from other states to meet and display their products for the manufactures in Kerala. Exclusive buyer seller meet is also arranged with potential buyers from Kerala and Tamil Nadu states.

*“The **Hortus Malabaricus** (Garden of Malabar) was compiled over a period of nearly 30 years and published, originally in Latin, in Amsterdam between 1678 and 1693 in 12 volumes. This treatise gives a detailed account of flora of Malabar region in South India, including copper plate engravings and detailed descriptions of 742 plants. This work was conceived by Hendrik van Rheedee, Governor of Dutch Malabar, in collaboration with a team of nearly a hundred experts including Ranga Bhat, Vinayaka Pandit, Appu Bhat and Itti Achuden. Published at around the same time, in 1697, **Horti Medici Amstelodamensis Rariorum** (Medicinal garden of Amsterdam), provides a comprehensive treatise of medicinal plants from The Netherlands and Europe, as well as those areas which had witnessed the arrival of the Dutch East and West India Companies.*

